

Message Text

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ACTION EUR-12

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R 041531Z AUG 76

FM AMEMBASSY OTTAWA

TO SECSTATE WASHDC 644

INFO AMCONSUL CALGARY VIA POUCH

AMCONSUL TORONTO VIA POUCH

AMCONSUL WINNIPEG VIA POUCH

UNCLAS OTTAWA 3121

E.O. 11652: N/A

TAGS: BEXP, AMGT, APER, CA

SUBJ: REPROGRAMMING OF E/C POSITIONS

REF: OTTAWA 2022

1. CALGARY IS A DESIGNATED "COMMERCIAL INTEREST" POST AND IS PROBABLY FASTEST GROWING COMMERCIAL MARKET IN CANADA, AS WELL AS SCENE OF IMPORTANT ECONOMIC DEVELOPMENTS OF VITAL CONCERN TO U.S. INTERESTS, BUT IT HAS NO FULL-TIME LOCAL OR AMERICAN ASSIGNED TO UNDERTAKE ECONOMIC/COMMERCIAL WORK. TRADE BETWEEN ALBERTA AND U.S. APPROXIMATES \$2 BILLION ANNUALLY. U.S. PRIVATE DIRECT INVESTMENT IN PROVINCE EXCEEDS \$5 BILLION. COMMERCIAL WORK (WTDR'S, ADS, BUSINESS SERVICE) HAS BEEN INCREASING AT RATE OF ABOUT 10 PERCENT A YEAR. FULL REPORTING ON ECONOMIC/COMMERCIAL POLICY FROM ALBERTA BECOMES MORE AND MORE IMPORTANT (E.G. ON PROVINCIAL INVESTMENT POLICY, TAR SANDS POLICY, OIL AND GAS DEVELOPMENTS, COAL POLICY AND MAJOR COMMERCIAL PROJECTS UNDERWAY OR PLANNED.)

2. JUNIOR OFFICER ASSIGNED TO CALGARY AND WORKING UNDER DIRECTION OF GC COULD COMMENCE IMMEDIATELY WITH IDENTIFICATION COMMERCIAL OPPORTUNITIES RELATED TO PROJECTS BEING PLANNED AND IMPLEMENTED OVER NEXT FEW YEARS; SYNTHETIC CRUDE OIL RECOVERY PLANTS COSTING UNCLASSIFIED

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\$4 BILLION; PETRO CHEMICAL PLANT WITH ANTICIPATED

EQUIPMENT PURCHASE \$500,000; ONE OR MORE MAJOR OIL AND/OR GAS PIPELINES. PRELIMINARY SURVEY BY CONSUL GENERAL INDICATES FOLLOWING SIX PRODUCT CATEGORIES OFFER SUBSTANTIAL POSSIBILITIES RELATED TO THESE PROJECTS: MINING, REFINING AND TRANSPORTATION EQUIPMENT; EARTH MOVING EQUIPMENT; PROCESS CONTROL INSTRUMENTATION, ENVIRONMENTAL TESTING AND CONTROL EQUIPMENT; FAR NORTH TRANSPORTATION EQUIPMENT; COMMUNICATIONS EQUIPMENT AND SYSTEMS FOR ARCTIC CONDITION.

3. GROWING MARKET POTENTIAL AND NEED FOR MORE ECONOMIC/COMMERCIAL POLICY REPORTING FROM ALBERTA HAS CONVINCED ME THAT FSO ECONOMIC/COMMERCIAL POSITION FOR CALGARY IS ESSENTIAL. SINCE IT APPEARS THAT NO ADDITIONAL POSITION WILL BE ESTABLISHED (REQUEST, REFTEL HAS BEEN IN BUDGET SINCE 1974), I HAVE REASSESSED RELATIVE PRIORITIES OF CANADIAN POSTS AND RECOMMEND THAT THE JUNIOR FSO ECONOMIC/COMMERCIAL POSITION IN TORONTO BE TRANSFERRED TO CALGARY. THIS IS RELUCTANT DECISION IN VIEW GREAT IMPORTANCE OF TORONTO MARKET WHERE WE CAN EASILY JUSTIFY THREE ECONOMIC/COMMERCIAL OFFICERS, BUT WE CANNOT ALLOW LUCRATIVE ALBERTA MARKET FOR U.S. PRODUCTS TO BE NEGLECTED, AND WE MUST KEEP ON TOP OF VERY SIGNIFICANT ECONOMIC DEVELOPMENTS, ESPECIALLY IN RESOURCE INDUSTRIES. I BELIEVE THAT WITH CAREFUL COORDINATION, OFFICER ASSIGNED TO CALGARY COULD ALSO LEND AN IMPORTANT HAND TO CONGEN WINNIPEG (WHICH HAS NO COMMERCIAL OFFICER) IN COVERING DEVELOPMENTS IN OTHER PRAIRIE PROVINCES (E.G. SASKATCHEWAN ACTIONS VIS-A-VIS POTASH INDUSTRY.)

4. REQUEST POSITION TRANSFER BE EFFECTED AS SOON AS POSSIBLE.
ENDERS

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NNN

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